



## TRUGREEN<sup>®</sup> CASE STUDY

Glympse helps TruGreen connect and engage with their customers throughout the appointment lifecycle, empowering customers with better information and reducing customer care inquiries.

### OBJECTIVES

TruGreen lawn care service has over 2 million customers and more than 13,000 employees. Maintaining a superior quality of service to their customers was vital to their brand, however many of their calls to customer care were from customers inquiring about when their appointment was scheduled, to reschedule, or to ask where their lawn care specialists was.



**"By integrating Glympse, Trugreen is able to streamline communication to customers to create a more personalized consumer experience."**

**Chief Information Officer at TruGreen**

### CHALLENGES

- The cost of customer care calls and the frustration to their customers was astronomical
- Want to reduce inbound calls by providing their customers with SMS and email notifications
- Provide the customer with a record of service performed

## SOLUTION

To ensure success in their upcoming tracking solution, TruGreen sought expertise from Glympse.

Glympse created TruGreen's Specialists Tracker. With Specialists Tracker, customers are sent appointment reminders and updates along every step of the journey, from morning to service completion.

Customers are given the opportunity to reschedule and rate their service all from the TruGreen app or on the web.

Glympse also implemented Interactive Voice Response (IVR) and chatbot which allowed TruGreen to further reduce operational costs by adding a new self-service option that provides customers with real-time, voice-assisted visibility into the status, location and estimated time of arrival for service appointment specialists and delivery drivers.



## RESULTS

TruGreen saw an immediate reduction in calls to customer care. Being innovators, they were quick to adopt IVR and chatbot as part of their customer service offering, reducing calls even further.

TruGreen has experienced 25% decrease in customer care calls after implementing Glympse as their daily last mile software. This saves money for the business but also frees up call center space for more important issues.

Additionally, Glympse reduced calls by 35% with IVR. Customers are now able to call an automated voice service that will relay them arrival time and other important information.



## CONTACT

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